Downtown Improvement Board
Regular Monthly Meeting
Tuesday November 10th, 2026,
7:30 **AGENDA**

I. Call to Order
   a. Remarks from Chairman

II. Recurring Agenda
   a. Meeting was properly noticed.
   b. *Approval of the proposed meeting agenda for November 10th, 2026
   c. *Approval of the minutes from the regular meeting of the DIB on September 15th, 2026
   d. *Approval of the minutes from the special Parade Route meeting of the DIB on September 29th, 2026
   e. *Review of the September, October & Year End Financials – Frazier & Deeter

III. On-Going Business
   a. PPD Report – Sergeant Ghigliotty
   b. Spotless Report – Labarian Turner
   c. Marketing Report – Caron Sjoberg
   d. Palafox Market – Cailin Feagles
   e. Executive Director Update – Walker Wilson

IV. Old Business

V. New Business
   a. *Umbrella Alley Reinstall

VIII. Public Comment

IX. Adjournment

Next meeting – December 15th, 2026
(*) = approval item

Downtown Improvement Board
Regular Monthly Meeting
Tuesday September 15th, 2026,
7:30 **AGENDA**

Attendance: Chris McKean, Chairman, Nathan Holler, William Merrill, Mike Kohler, Gregg Harding, Walker Wilson, Executive Director, Cailin Feagles, Director of Operations & Events

I. Call to Order
   a. The meeting is called to order at 7:32 AM

II. Recurring Agenda
   a. Mr. Walker Wilson confirmed the meeting was properly noticed.
   b. The proposed meeting agenda for September 15th, 2026 is motioned by Nathan Holler, seconded by William Merrill, and unanimously approved.
   c. The minutes of the regular meeting agenda held on August 10th. 2026 are motioned, seconded, and unanimously approved.
   d. The August Financials were motioned, seconded, and unanimously approved.

III. On-Going Business
   a. PPD Report - Sergeant Ghigliotty
      - Sergeant Ghigliotty met with Walker to discuss schedule overtime shifts for weekends for the next fiscal year.
   b. Spotless Report - Labarian Turner
      - Two new spotless employees have joined the team.
      - Walker discusses the potential of a Clean & Safe App.
   c. Marketing Report - Caron Sjoberg
      - Some of the projects from last month included Summer Shop-a-palooza, Palafox Market Summer Pop-Up, First Friday Art Walk, Holiday Downtown All I Want Campaign, Harvest Sip and Shop, and the Palafox Market Halloween Market on October 31st.
   d. Palafox Market - Cailin Feagles
      - Florida Downtowns visited the market last week.
      - An email went out to collect interest from vendors for Holiday Market/Holiday Haul.

IV. Old Business

V. New Business
   a. Schedule Major Parades Meeting for September 28th, 29th, or 30
      - The meeting will be held on Tuesday, September 29th, 2026 at 9 AM
   b. *First Friday Art Walk
      - There is a motion to continue to fund half of the trolley for the

remainder of the year, and one time print of the materials. Motioned, seconded, and unanimously approved.

c. *Harvest Sip & Shop Review and Holiday Haul 11/04/26
    - Motion to approve up to $2,500 for Holiday Haul 2026. Motion is seconded, and unanimously approved.

d. * Schedule Overtime PPD Officers for FY 2026/2027
    - FY27 PPD overtime $56,000 for all Friday/Saturday coverage and Thanksgiving Eve; Dec. 23–24; MLK weekend; Presidents' Day weekend; Memorial Day weekend; March 13 additional shift; June 17; July 1; and Labor Day weekend. *Remaining Balance $14,000 (28 shifts)*
    - Motioned, seconded, and unanimously approved.

e. *Executive Director Annual Review – up to $5,000
    - Motion to approve $5,000. Motion is seconded and unanimously approved.

f. *Executive Director Contract Extension
    - Motioned, seconded, and unanimously approved.

VIII. Public Comment

IX. Adjournment- Meeting is adjourned at 8:59 AM

Next Special Meeting – September 28th, 29th, or 30th

Next Regular Meeting – October 13th

(*) Items to be voted on

Downtown Improvement Board
Special Parades Meeting Tuesday
September 29th, 2026, 9:00 A.M.
AGENDA

Attendance: Chris McKean, Chairman, William Merrill, Walker Wilson, Executive Director, Cailin Feagles, Director of Operations & Events

I. Call to Order
   a. Remarks from Chairman

II. Recurring Agenda
   a. Meeting was properly noticed.
   b. *Approval of the proposed meeting agenda for September 29th, 2026
   c. *Approval of the minutes from the regular meeting of the DIB September 15th, 2026

III. New Business
   a. Presentation of Findings from Pensacola Mardi Gras
      - Discussed the results of two surveys regarding the Mardi Gras parade route: one distributed to local businesses and one to the general public.
      - Survey results indicated that the majority of respondents favored maintaining the traditional parade route.
      - Several business owners expressed support for the traditional route, noting that the parade provides valuable exposure and advertising for Palafox Street businesses.
      - Discussed whether smaller parades could potentially utilize an alternate route.
      - Identified several safety considerations that would need to be addressed, including: Minimum clearance requirements for parade floats, potential safety concerns along the proposed route, the possibility of conducting a test run to evaluate feasibility and identify potential issues, protective coverings for flowerbeds to prevent damage.

   b. *Parade Recommendation to send to City of Pensacola

VIII. Public Comment

IX. Adjournment

Budget vs. Actuals - Month

Sep-26

	Sep-26			YTD			
	Actual	**Budget**	**Over budget by**	**Actual**	**Budget**	**Over budget by**	**Annual Budget**
Revenue							
1301 Co-Op Participation	5,881.90	7,333.37	-1,451.47	82,568.61	88,000.00	-5,431.39	88,000.00
4000 Misc Income	75,000.00		75,000.00	95,208.22		95,208.22	
4010 Ad Valorem Revenue		70,452.42	-70,452.42	845,428.93	845,428.93	0.00	845,428.93
Program Revenue							
4030 Palafox Market Vendor							
4031 Palafox Market Vendor North	12,880.00	20,416.63	-7,536.63	189,588.61	245,000.00	-55,411.39	245,000.00
4031 Palafox Market Vendor South	8,340.00		8,340.00	54,565.00		54,565.00	
4035 Palafox Market Summer Pop-Up			0.00	7,350.00		7,350.00	
4037 Palafox Market App Fees	455.00		455.00	5,265.00		5,265.00	
4038 Palafox Market Merchandise			0.00	437.84		437.84	
4039 Palafox Market Misc Income	20,835.00		20,835.00	22,055.00		22,055.00	
Total for Program Revenue	**42,510.00**	**20,416.63**	**22,093.37**	**279,261.45**	**245,000.00**	**34,261.45**	**245,000.00**
QuickBooks Payments Sales				40.00		40.00	
4901 Sales Tax Collected - Merch			0.00			0.00	
Total for Revenue	**123,391.90**	**98,202.42**	**25,189.48**	**1,302,507.21**	**1,178,428.93**	**124,078.28**	**1,178,428.93**
Cost of Goods Sold			0.00	1,171.37		1,171.37	
Gross Profit	**123,391.90**	**98,202.42**	**25,189.48**	**1,301,335.84**	**1,178,428.93**	**122,906.91**	**1,178,428.93**
Expenditures							
3001 Compactor - Waste Services	7,155.27	6,665.87	489.40	73,058.85	79,990.00	-6,931.15	79,990.00
3004 Compactor - Security Fees	128.94	250.00	-121.06	2,725.46	3,000.00	-274.54	3,000.00
3007 Compactor - Repair		333.37	-333.37	3,969.71	4,000.00	-30.29	4,000.00
3007 Compactor - Electric	45.00	83.37	-38.37	542.58	1,000.00	-457.42	1,000.00
5001 Salaries, Benefits & Taxes	13,351.57	10,125.78	3,225.79	109,839.73	131,635.12	-21,795.39	131,635.12
5001.11 Ambassador Salary Expense				935.80		935.80	
5001.9 Payroll Admin Fees				30.00		30.00	
5003.5 403(b) Employer Contribution	1,271.05		1,271.05	12,458.55		12,458.55	
5003 Health/Dental Insurance				3,696.41		3,696.41	
Total for 5001 Salaries, Benefits & Taxes	**14,622.62**	**10,125.78**	**4,496.84**	**126,960.49**	**131,635.12**	**-4,674.63**	**131,635.12**
5004 Insurance Expense-Other	29.86		29.86	407.49		407.49	
5005 Workers Comp Insurance	471.79	500.00	-28.21	995.75	500.00	495.75	500.00
5009 Bank Charges	30.00	37.50	-7.50	472.45	450.00	22.45	450.00
5010 Bank Direct Deposit Fee				41.60		41.60	
5012 Office Rent	1,319.85	1,333.37	-13.52	15,795.91	16,000.00	-204.09	16,000.00
5013 Office Supplies	629.66	158.37	471.29	3,256.19	1,900.00	1,356.19	1,900.00
5014 Office Equipment/Software	100.00	333.37	-233.37	4,188.14	4,000.00	188.14	4,000.00
5015 Postage		30.88	-30.88	370.34	370.34	0.00	370.34
5016 Telecommunications	289.93	345.26	-55.33	5,117.52	4,143.67	973.85	4,143.67
5017 Website Support		0.00	0.00	271.60	0.00	271.60	

5018 Website Hosting	177.89	291.63	-113.74	2,567.16	3,500.00	-932.84	3,500.00
5019 Computer Support/Email Leasing	323.11	266.63	56.48	3,604.51	3,200.00	404.51	3,200.00
5020 Dues, Subscriptions, Publicatio	282.99	208.37	74.62	2,667.91	2,500.00	167.91	2,500.00
5020.5 Fees			0.00	895.00		895.00	
5021 Travel Entertainment & Educ.	2,091.67	416.63	1,675.04	4,321.35	5,000.00	-678.65	5,000.00
5022 Repair & Maintenance			0.00	660.00		660.00	
5023 Marketing Consultants	4,538.74	8,708.26	-4,169.52	94,149.93	104,500.00	-10,350.07	104,500.00
5024 Bookkeeping	2,485.62	1,250.00	1,235.62	16,202.31	15,000.00	1,202.31	15,000.00
5025 Audit		1,352.52	-1,352.52	16,229.80	16,229.80	0.00	16,229.80
5026 Legal Counsel		266.63	-266.63	2,866.25	3,200.00	-333.75	3,200.00
5027 Economic Development	8,322.60	12,583.37	-4,260.77	154,763.48	151,000.00	3,763.48	151,000.00
5030 Insurance- General Liability	1,418.35	1,333.37	84.98	17,839.76	16,000.00	1,839.76	16,000.00
5040 Events	47,739.40		47,739.40	47,739.40		47,739.40	
5201 Friends of Downtown	85,000.00	85,000.00	0.00	85,000.00	85,000.00	0.00	85,000.00
5227 PPD Security	3,300.00	5,833.37	-2,533.37	62,750.00	70,000.00	-7,250.00	70,000.00
6000 Palafox Market		475.00	-475.00	5,628.14	5,700.00	-71.86	5,700.00
6001 Palafox Market Project Mgmt	11,397.00	6,990.80	4,406.20	100,282.81	90,880.45	9,402.36	90,880.45
6003 Permits / Street Closure	500.00	166.63	333.37	2,500.00	2,000.00	500.00	2,000.00
6004 Portable Toilet Rental	1,393.00	1,651.62	-258.62	21,578.24	19,819.55	1,758.69	19,819.55
6007 Marketing	3,597.13	3,333.37	263.76	38,987.83	40,000.00	-1,012.17	40,000.00
6011 Market App Program Fee		187.50	-187.50	2,280.00	2,250.00	30.00	2,250.00
6012 Market Security	3,773.98	3,666.67	107.31	47,573.98	44,000.00	3,573.98	44,000.00
6013 Palafox Market Event	10.78	204.13	-193.35	2,614.49	2,450.00	164.49	2,450.00
6015 Bathroom Construction	200.00		200.00	200.00		200.00	
6018 Market Cleaning Labor		3,125.00	-3,125.00	38,606.61	37,500.00	1,106.61	37,500.00
6005 Market Anniversary Celebration		0.00	0.00			0.00	
6006 Farm Visit- Mileage Reimburseme		16.63	-16.63		200.00	-200.00	200.00
6016 Travel, Entertainment & Educati		16.63	-16.63	298.89	200.00	98.89	200.00
6017 P. M. Holiday Market (Perm/Cop)			0.00			0.00	
Total for 6000 Palafox Market	**20,871.89**	**19,833.98**	**1,037.91**	**260,550.99**	**245,000.00**	**15,550.99**	**245,000.00**
7000 Ambassador Program				18,229.18		18,229.18	217,000.00
7001 Ambassador Program Labor		18,083.37	-18,083.37	199,135.94	217,000.00	-17,864.06	
7006 Janitorial Supplies	518.22		518.22	3,334.74		3,334.74	
Total for 7000 Ambassador Program	**518.22**	**18,083.37**	**-17,565.15**	**220,699.86**	**217,000.00**	**3,699.86**	**217,000.00**
F010 Bank Wire	15.00		15.00	105.00		105.00	
QuickBooks Payments Fees	101.71		101.71	705.77		705.77	
Uncategorized Expenditure			0.00			0.00	
3002 Compactor Lease		0.83	-0.83		10.00	-10.00	10.00
5006 Board Meetings			0.00			0.00	
5007 Annual Meeting			0.00			0.00	
5029 Donation to Friends of Downtown			0.00			0.00	85,000.00
Total for Expenditures	**202,010.11**	**175,626.10**	**26,384.01**	**1,232,492.56**	**1,184,128.93**	**48,363.63**	**1,184,128.93**
Net Operating Revenue	**-78,618.21**	**-77,423.68**	**-1,194.53**	**68,843.28**	**-5,700.00**	**74,543.28**	**-5,700.00**
Other Revenue							
4960 Interest Income	276.36	416.63	-140.27	5,612.46	5,000.00	612.46	5,000.00

4965 Revenue Reimbursement				4,800.00		4,800.00	
4980 Sales Tax Collection Allowance				17.24		17.24	
Total for Other Revenue	**276.36**	**416.63**	**-140.27**	**10,429.70**	**5,000.00**	**5,429.70**	**5,000.00**
Other Expenditures							
Net Other Revenue	**276.36**	**416.63**	**-140.27**	**10,429.70**	**5,000.00**	**5,429.70**	**5,000.00**
Net Revenue	**-78,341.85**	**-77,007.05**	**-1,334.80**	**79,272.98**	**-700.00**	**79,972.98**	**-700.00**

Budget vs. Actuals - Month

Sep-26

	Sep-26			YTD			
	Actual	**Budget**	**Over budget by**	**Actual**	**Budget**	**Over budget by**	**Annual Budget**
Revenue							
Program Revenue							
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4031 Palafox Market Vendor South	8,340.00		8,340.00	54,565.00		54,565.00	
4035 Palafox Market Summer Pop-Up			0.00	7,350.00		7,350.00	
4037 Palafox Market App Fees	455.00		455.00	5,265.00		5,265.00	
4038 Palafox Market Merchandise			0.00	437.84		437.84	
4039 Palafox Market Misc Income	20,835.00		20,835.00	22,055.00		22,055.00	
Total for Program Revenue	**42,510.00**	**20,416.63**	**22,093.37**	**279,261.45**	**245,000.00**	**34,261.45**	**245,000.00**
Total for Revenue	**42,510.00**	**20,416.63**	**22,093.37**	**279,261.45**	**245,000.00**	**34,261.45**	**245,000.00**
Expenditures							
6000 Palafox Market		475.00	-475.00	5,628.14	5,700.00	-71.86	5,700.00
6001 Palafox Market Project Mgmt	11,397.00	6,990.80	4,406.20	100,282.81	90,880.45	9,402.36	90,880.45
6003 Permits / Street Closure	500.00	166.63	333.37	2,500.00	2,000.00	500.00	2,000.00
6004 Portable Toilet Rental	1,393.00	1,651.62	-258.62	21,578.24	19,819.55	1,758.69	19,819.55
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6018 Market Cleaning Labor		3,125.00	-3,125.00	38,606.61	37,500.00	1,106.61	37,500.00
6005 Market Anniversary Celebration		0.00	0.00			0.00	
6006 Farm Visit- Mileage Reimburseme		16.63	-16.63		200.00	-200.00	200.00
6016 Travel, Entertainment & Educati		16.63	-16.63	298.89	200.00	98.89	200.00
6017 P. M. Holiday Market (Perm/Cop)			0.00			0.00	
Total for 6000 Palafox Market	**20,871.89**	**19,833.98**	**1,037.91**	**260,550.99**	**245,000.00**	**15,550.99**	**245,000.00**
Total for Expenditures	**20,871.89**	**19,833.98**	**1,037.91**	**260,550.99**	**245,000.00**	**15,550.99**	**245,000.00**
Net Revenue	**21,638.11**	**582.65**	**21,055.46**	**18,710.46**	**0.00**	**18,710.46**	**0.00**

DOWNTOWN IMPROVEMENT BOARD

Marketing Highlights October 2026



OCTOBER PRODUCTION

LARGE-SCALE ACTIVATIONS

- Lightspill – 2026 Foo Foo Fest Installation/Promotion
- Holiday Lighting Ceremony
- Holiday Lights Palafox Market Plaza Ferdinand
- Holiday Haul with Shops of Downtown Support
- Halloween Market
- First Fridays Art Walk Support
- Holiday Downtown “All I Want”
- Downtown Giftcard Progam Promotion
- Holiday Markets at MLK, Jr. Plaza

DESIGN+PRODUCTION

- Weekly Downtown Event Roundups
- Downtown Business Photography and Videos
- Website Homepage Banners: Halloween Palafox Market, Lightspill
- “All I Want” Bag stuffers, sidewalk decals, bar coasters
- “All I Want” A-Frame Signs + retail flyers
- “All I Want” Facebook event header, IG sticker
- “All I Want” Window Cling
- Holiday Lighting Ceremony A-Frame & Socials
- Lightspill A-Frames

PR + SOCIAL

- First Fridays Art Walks Press Release / Media
- Gallery Night promotion
- Shop-A-Palooza “All I Want” Giveaway Promotion
- Holiday Haul PR and promotion
- Business Highlight Reels
- Collab Reels with Joe Vinson
- Social content creation and graphics
- Instagram and Facebook account management
- Daily social monitoring and response
- Respond to Google Reviews
- Holiday Lights Market promotion/content capture

DIGITAL

- Downtown Blog: Lightspill Foo Foo Fest
- Downtown Blog: Holiday Sip & Shop
- Website Updates: Downtown Merchant Deals
- Website SEO: Main Site and Merchant Listings
- Website SEO: Social Card Images
- Digital Analytics
- Google Analytics
- Meta Verification
- Boosted Event: Palafox Market Halloween Market

INITIATIVES IN PROGRESS

- Halloween Market: Saturday, October 24
- Downtown Deals, Gift Cards promotion
- Foo Foo Festival
- Weekly downtown event roundups
- Palafox Market Social Media Giveaway
- Updated explorers guide
- First Fridays Art Walk PR & promotion
- “2026 All I Want” strategy / budget / creative
- Halloween Palafox Market
- Holiday Lighting Ceremony
- Holiday Haul
- Holiday Lights Palafox Market

GOOGLE ANALYTICS

- 104K Google Search Impressions
- 35K Page Views
- 13K New Users
- 9.3K Visits to Palafox Market page

POWERED BY IDEAWÖRKS

SOCIAL RE-CAP
Follow @downtownpensacola

105.1K TOTAL FACEBOOK FOLLOWERS

55.5K TOTAL INSTAGRAM FOLLOWERS

373 NEW FACEBOOK FOLLOWERS

818 NEW INSTAGRAM FOLLOWERS

662.7K TOTAL INSTAGRAM VIEWS

367.8K TOTAL FACEBOOK VIEWS

41.8K INSTAGRAM REACH (DAILY)

110.5K FACEBOOK REACH (DAILY)



PALAFOX MARKET INSTAGRAM
Follow @palafoxmarket

152K Views

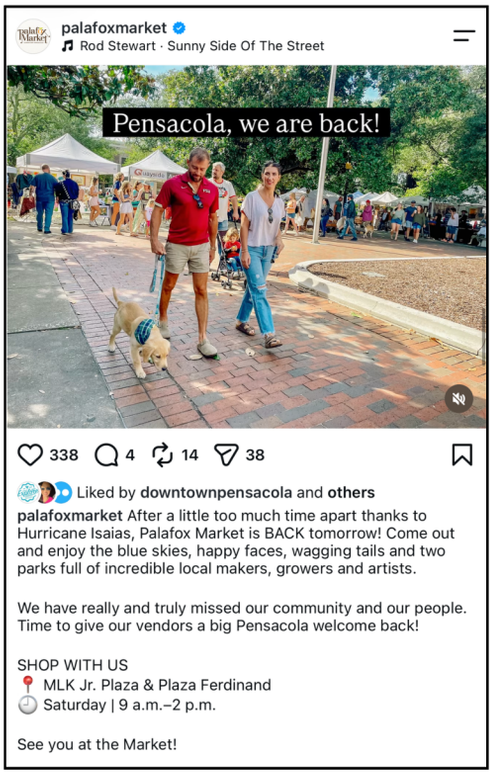
1K Interactions

16 Posts

214 Stories

16.4K Followers

326 New Followers



PALAFOX MARKET PROJECTS

- 16 SOCIAL POSTS
- 160 SOCIAL STORIES
- DAILY SOCIAL ACCOUNT MONITORING, CONTENT, ENGAGEMENT
- PHOTOGRAPHY SOUTH & NORTH MARKETS
- GOOGLE REVIEWS / RESPONSE
- VIDEO PRODUCTION SOUTH + NORTH MARKETS
- HALLOWEEN MARKET PRODUCTION
- HALLOWEEN MARKET PROMO ON FB/IG
- HALLOWEEN MARKET WEBSITE HP SLIDER
- FREE TROLLEY / FREE PARKING PROMOTION
- SOCIAL GRAPHICS PRODUCTION
- WEEKLY DOWNTOWN ROUNDUP FEATURE
- NEW VENDOR FEATURES: LOST BOYS MUSHROOMS, ID JEWELRY DESIGNS
- PALAFOX MARKET LINKTREE
- BOOSTED META ADS
- HOLIDAY LIGHTS PALAFOX MARKET